

## REMARKS

The Office Action mailed July 6, 2006, has been carefully reviewed and the following remarks have been made in consequence thereof.


Claims 1-7, 9-10 and 28-32 are pending in this application. Claims 1-27 are subject to a Restriction Requirement. Claims 11-27 have been cancelled. Claims 28-32 are newly added. No additional fees are due for newly added Claims 28-32. No new matter has been added.

The Office has asserted that there are eight groups of claims in this application. The first Group, Group I, contains Claims 1-7 and 9-10, drawn to the systematic and scientific analysis of data categories to assign values used in developing strategies. The second Group, Group II, contains Claim 8, drawn to processing marketing data and assigned values to forecast future performance. The third Group, Group III, contains Claims 11-14, drawn to collecting and storing relevant data for analysis and generating reports to develop strategies. The fourth Group, Group IV, contains Claim 15, drawn to the systematic and scientific analysis of data categories to assign values used in developing strategies. The fifth Group, Group V, contains Claims 16-17, drawn to collecting and storing relevant data for analysis and generating reports to develop strategies. The sixth Group, Group VI, contains Claim 18, drawn to collecting and storing relevant data for analysis and generating reports to develop strategies. The seventh Group, Group VII, contains Claim 19, drawn to collecting and storing relevant data for analysis and generating reports to develop strategies. The eighth group, Group VIII, contains Claims 20-27, drawn to establishing evaluation metrics for analysis.

In response to the Restriction Requirement set forth in the Office Action, Applicants, without traverse, elect for prosecution in this application all claims belonging to Group I, i.e., Claims 1-7 and 9-10.

In view of the foregoing remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action with respect to all the pending claims is respectfully solicited.

Respectfully submitted,



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